

Kingfisher

School of Swimming



To All Our Customers,

We have been in operation since 1997 and the swim school has increased in numbers 10 fold since that time. We have made a number of changes over recent terms to try and keep class sizes manageable whilst trying to accommodate everybody with the times and days they prefer. We are now in a position that we have to make quite dramatic changes because of a number of factors that have been brought to our attention due to the numbers of people within the swim school.

Pool time is very difficult to secure and we are at the maximum of the time we are able to operate. The pool has a number of other user groups predominately those with disabilities and their pool time is very valuable. The fact that we run a swim school from a hydrotherapy pool is very unusual and creates its own problems. As the pool is kept at 34 degrees it gives off more humidity than a usual pool this is exacerbated by the number of pupils together with others in the pool building at the same time. The pool committee are now faced with repair bills of around £80,000.00 to ensure moisture does not damage the building.

Additional outside factors are the amount of cars in the car park at any one time, as you are no longer able to park along Harlington Road between 4 – 6pm parking is more limited. There is the fact that the changing areas are quite small and are becoming over busy. Having only one toilet also causes problems. The amount of people on poolside at any one time is also an issue.

Taking into account all these outside factors and that we feel the classes are becoming over full we have made the very difficult decision to reduce our customer base. This will enable us to have smaller classes with more attention on each pupil. To allow us to keep an instructor and assistant with each class it will be necessary for us to raise our prices quite substantially. The cost per lesson currently is £6.30 and the new price will be £8.30. This will make the next 14 week course a total of £116.20. We realise that this cost is quite high for some of our customers and we do apologise if this makes lessons with us unaffordable. We will going forward offer a 15% discount to those families who have 3 children swimming with us.

Enrolment this term will be quite different and we will not be booking anyone in on enrolment week. We will also not have the usual phoning in. With each assessment form will be an enrolment form (a copy of which is on the back of this letter). This form must be completed on the day you receive the assessment form and returned to the desk. We will then allocate each pupil a place on the options noted. No places will be allocated until the Thursday of enrolment week and we will text you that day to inform you of the class for the next course.

We have always prided ourselves on being a small and personable independent swim school. Over recent terms we are beginning to feel we are losing this identity with a too large a client base and our desire is to get back to where we were. In preparation for class reductions we are reducing the beginner 1 classes this term to help ensure our current beginners are able to have a space. We always have a number of pupils that leave at the end of each term and we hope that the reduction will happen quite naturally. We are of course not sure of how these changes will be received and your comments will be welcomed.

ENROLMENT FORM FOR THE NEXT TERM

Please indicate below 3 options of choice of class for the following term.

You **MUST** note 3 choices. Any forms received with less than 3 will only be considered once those who have noted 3 options have been placed.

All forms must be handed in at the desk on the day it is received. Alternatively you may e-mail your choices to anne.sellars@blueyonder.co.uk

All forms must be with me by 9am Thursday 10th March.

FIRST CHOICE

DAY

CLASS TYPE

TIME

SECOND CHOICE

DAY

CLASS TYPE

TIME

THIRD CHOICE

DAY

CLASS TYPE

TIME

Please indicate a specific reason (if any) as to why you wish to have the first choice ie: in the class currently, tying in with a sibling etc.

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Please make a note of your mobile no. – We will contact you via text to inform you of the day and time of your child's next course.

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Please note that payment for the next term **MUST** be received at the very latest by Wednesday 23rd of March. Reminders will be sent 2 days prior and any payment not received by then will result in your child being removed from lessons without any further contact.